

QUILL



THE QUILL

A MAGAZINE FOR WRITERS, EDITORS AND PUBLISHERS

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AT DEADLINE

By R. L. P.

IT isn't easy to break off close relations with a partner and friend, yet that is what this department has to do this month.

THE QUILL and Sigma Delta Chi are losing—have lost, in fact—James C. Kiper, since 1934 the business and circulation manger of the magazine, the executive secretary of the fraternity and director of its Personnel Bureau.

Jim has joined the Public Relations Department of Monsanto Chemical Co.,



James C. Kiper

St. Louis, Mo., where he will be working with James W. Irwin, chief labor officer and executive assistant to the president of the company and president of the St. Louis professional chapter of Sigma Delta Chi.

Kiper's Sigma Delta Chi duties will be taken over for the time being by a three-man Chicago committee composed of Elmo Scott Watson, editor of *Publishers' Auxiliary* and a past national president of the fraternity, chairman; Carl Kessler, assistant city editor of the *Chicago Daily News* and an Executive Councilor of the organization, and Albert W. Bates, assistant head of the Swift & Company public relations department, who served as executive secretary of Sigma Delta Chi from 1928 to 1934.

The fraternity's entire program, including the publication monthly of *THE QUILL*, operation of the Personnel Bureau, and maintenance of the national headquarters office at 35 East Wacker Drive, Chicago, will continue uninterrupted under the supervision of the committee, acting for the

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Lawrence W. Murphy

What the War Portends For Journalism Schools

By LAWRENCE W. MURPHY

There, the function of medicine is to help the individual as a routine means of strength to the state, not as a service to the individual.

Obviously, the state is helped when an individual is helped, as a general proposition, but in our traditional and ideological concept, consideration of the patient is the first concern of the doctor, just as consideration for the client is the first concern of the lawyer and as consideration of the reader or consumer is the first concern of the journalist.

These ideas have their anchor in the basic written documents of the American way of life. They cannot be ignored or circumvented without violation of fundamental, ideological commitments.

TO see schools and professional departments of journalism as instrumentalities of the press, supplying it each year with the main body of its recruits trained both in principles and practice, we must see the schools as teaching sound principles implementing the basic law and the professional codes of journalism which interpret that law.

We must see the schools as carrying able and educationally mature students forward in the distinctive popular press discipline which seeks to keep faith with all the people, not just a fraction of them. They do this with due concern for general and social studies such as history, political science, and economics.

This does not mean telling people what they want to hear when the truth involves an unpopular story; nor does it mean placing the interests of news sources above those of the readers and consumers. It does mean, however, training in the popular reporting-editing discipline to enable the student to make things clear to more than a privileged group and to more than a formally educated public. It involves cultivation of special attitudes toward subject matter and responsibilities.

IN the early days of the republic, when paternalism was as natural an expression of patriotism as concern for children is today, the proprietors and editors of "six-penny respectables" addressed themselves to a class public, persons of means who could afford to pay six pennies for a daily paper.

They did not seek to array these readers against the people who lacked buying power. They depended on their readers to do what was then visioned as appropriate for those who could not read or buy. The early American daily press, using the only avenue open to it, depended on its readers to extend the expanding benefits of being an American.

Then came the beginning of the penny press and the beginning of the direct service to "all the people with a penny." Serving all the American people with

READING the future of professional education in the United States is something like reading tea leaves, a matter on which one is as likely to be right by accident as by design, especially when conditions are as far from normal as at the present time.

There are, however, certain considerations and experiences which have prediction values. It is my purpose to mention a few of these in this article.

SCHOOLS of journalism do not present an isolated case in the educational pattern. All of the professions which have their basic concepts in the fundamental law and pattern of the American ideology face comparable problems.

Colleges of law, for example, basing their discipline on the distinctive American attempts to safeguard the rights and dignity of man as set forth in the Declaration of Independence (and elaborated in the Constitution, and Bill of Rights and later pronouncements consistent with these documents), face the problems of graduating classes so small that they will be a negligible influence in the conduct of legal matters for some time to come.

Schools of medicine, given special support by reason of the great need for doctors in the war effort, face a different set of problems, but the problems are none the less real, and they involve the mental outlook and ethical code of American medicine in that the code is an interpretation of the duties of physicians and surgeons under our basic law.

In the Army, it is the duty of doctors to keep men fit so that the Army will be strong; in civilian life, during more normal times, it is the duty of doctors to keep individuals fit so they, as individuals, will be given benefit.

THIS is quite different from the task undertaken by doctors in state socialism or under dictatorship governments.

JOURNALISM, like other phases of American life, must look to the future while doing its best in the present to help win the war against fascism and the havoc it has wrought upon the world.

In the December issue of *The Quill*, Prof. Charles E. Rogers, head of the Department of Technical Journalism at Iowa State College, with the aid of various leaders in journalism, looked at the future of the press in an article, "What Will the War Do to Journalism?" In the March issue, Prof. Floyd K. Baskette, then of Emory University and now of Syracuse, continued the discussion with another penetrating article.

This month, both the present and the future of the schools and departments of journalism in relation to the war and postwar problems are treated by Prof. Lawrence W. Murphy, of the School of Journalism of the University of Illinois.

Nothing must impede the progress of the war against the Axis. The press, realizing this, has with few exceptions bent every effort toward victory. But while the fight is waged to preserve American ideals, some thought must be given to their progress, promulgation and perpetuation in the days to come. Hence the significance of discussions such as these in the pages of *The Quill*.

a penny is synonymous with serving all the people. The penny press developed a discipline equal to the ideological need, a discipline to be tested by relative success in reaching all the people directly and serving them within the broad outlines of the basic law.

Many imperfections were present in the early penny papers and years of trial and error preceded the formal organization of penny press editorial discipline. Such men as Greeley, Bennett, Dana, Raymond, and Godkin carried the discipline through its period of discovery; then came such extremists as Pulitzer, Hearst, and Scripps, experimenting, as it were, in the borderline area between ethical and unethical presentation of legitimate news.

Finally came such men as Adolph Ochs and Melville Stone and the greatest of the early school men, to give a degree of perfection to the new American instrumentality, a responsible penny press faithful to the interests and welfare of the people.

PIONEER school men knew, long before the American public as a whole discovered it, that the penny press had a comprehensive and strict discipline.

The American public did not discover this until the last World War, when George Creel's Committee on Public Information made a success of serving papers of every size and description with publicity handouts prepared in the penny press style.

It began to dawn on thoughtful citizens everywhere, at that time, that a distinctive American news form and philosophy had evolved, one that suited and served the whole press of the whole United States.

A decade earlier, the spread of the linotype had magnified the image of the sensational journalism of the maturing Pulitzer-Hearst-Scripps press; a portion of the public was willing to admit at that time that the American press had found a way of reaching all the people—but not of doing them good.

In the period immediately after the first World War, however, the citizenry as a whole came to appreciate the power for good that lay in the new press discipline and practice, and the "power of the press" came to mean something that commanded general respect and confidence.

THE pioneer school men (of the period when professional schools of journalism began a substantial development) had done important work by 1919 in organizing and classifying the principles and experiences they could discover in the early life of the penny press, and the early school graduates were already in the field working with success.

Thus, in the years immediately after the first World War, the schools were in position to take advantage of the improved attitude of the public toward the American press and to begin service to the press on a major scale.

Service to the press on a national scale meant nationwide distribution of

LAURENCE W. MURPHY has long been associated with the interests of Sigma Delta Chi professional journalistic fraternity, and of professional education for journalism. He was initiated into active membership by the University of Wisconsin chapter in 1919, after returning from service as an officer in the first World War. Later he sponsored the organization of a strong chapter of the fraternity at the University of North Dakota and still later was faculty adviser of the chapter at the University of Illinois.

He has served the National Fraternity at various times as a member of the Executive Committee, vice president in charge of expansion, and as a former editor of *The Quill*.

Prof. Murphy also has been active in the field of university study related to journalism. He is a past president of the American Association of Schools and Departments of Journalism and the American Association of Teachers of Journalism. For six years he was chairman of the National Council on Education for Journalism. From 1925 to 1940 he directed the development of the School of Journalism at the University of Illinois. Since 1940 he has devoted himself to teaching and research at the university.

professional schools among leading universities and graduation of large enough numbers of trained students to supply the press as a whole with a large number of recruits each year.

The eight schools which had banded together on a tentative basis in 1917 to set and raise standards found that, by 1921, a score were giving equally pretentious programs and all of them were graduating from 50 to 100 per cent more students than they did before the war. Men returning from military to civilian life added their presence to the totals, becoming members of the graduating classes in 1919, 1920, and later years.

From those days until our entry into the present world conflict, the schools have grown constantly in service and importance, supplying a constantly increasing percentage of the men and women who entered upon the practice of journalism as a profession. Also the schools came to supply preferred candidates for auxiliary press services as well as for daily and weekly papers, magazines, and publishing houses.

The penny press discipline extended itself, by invitation, to all the forms of communication associated with feature syndicates, press associations, radio, movies, publicity, advertising, press photography. Even the fiction and non-fiction lists of "best sellers" came to show the dominance of the penny press writers, emphasizing the general significance of the editorial discipline.

THIS is preliminary to appraising the relationship of the press and the schools as we find it today. Oddly enough, today with the schools going into their periods

of smallest enrollment, the needs of the press are the greatest they have ever been.

In addition to the needs for men of substantial editorial discipline in the military service, we have a demand in civilian positions for ten times as many graduates as the schools produce in a single year.

The dailies and press services need 4,000; the weeklies need 3,000; the auxiliary and special press activities need 3,000. Against this need we must measure the forthcoming June list of not more than 800 graduates.

Here, in the midst of the war period, has developed a situation which school men did not anticipate for many years, a demand from the press as a whole for more men and women than the schools can produce.

The solution must be speeded-up programs, training of more women students to replace men who may enter the service, training of men to render special duty in the service, training of general students who can render temporary help in newspaper and publication work.

Many of the schools are undertaking to offer work open to freshmen and sophomores and are otherwise modifying programs to furnish unusual opportunities for students.

SCHOOLS will render as full a service as possible in the emergency and will do all that they are permitted to do. They have never sought to have their students exempted from the draft or to have all their graduates given commissions.

The press as a whole has never sought special consideration or special privilege for itself, and the schools are philosophically as otherwise, a part of the press.

The growing realization that the press must be maintained at a high level and come through the war with normal objectives may occasion some change in the war regulations to prevent losses of stability and momentum. Also, the fact that school graduates in many cases have a special value in the uniformed services may lead to special rank for those who wish to combine work in journalism with preparation for the various branches.

Men who avoid the work of "the military" need expect no special consideration, but those who do military work well and perform the work of the schools of journalism in addition acquire special values in press relations, intelligence, responsibility, management, contact work, and publicity. They have utility worthy of recognition.

It may be concluded from this that the schools of journalism have a very full program ahead of them if they do all that they can during the period of the war.

They have opportunity for service which will prevent deterioration of the press; the development of a replacement "bottle neck" in newspaper and auxiliary press activity; the perpetual breaking in of beginners with little competence or training who will make all their mistakes at the expense of the public and the waste-

[Concluded on page 14]

Writers Must Contend With Gremlins, Too!

By FRANK COLBY

Author of "Take My Word for It"

ALL writers have to cope with a particularly malignant genus of gremlins who exist for the sole purpose of making jabberwocky of an author's otherwise chaste lines.

I must explain that journalistic gremlins are altogether different from those that aviators contend with. There are two kinds, Garblins and Gramlins. Male Garblins, all of whom are named Etaoin, have fun befuddling the fingers of linotype operators and producing all manner of absurd typographical errors, such as occur frequently in my modest column.

Female Garblins are all named Shrdlu, and they do it with mirrors by reflecting shafts of dazzling light into the eyes of proofreaders, producing an instant of temporary blindness whenever an error shows up in a proof.

GRAMLINS consider themselves intellectually superior to Garblins and scorn such childish (to them) pranks as causing typographical errors, which, they point out, call for no particular literary skill. The Syntaxis, or male Gramlins, specialize in adding an author's sentence structure, while the Malaprops, or females, slyly insert words of their own in manuscripts, causing devastating boners that follow you to the grave.

These little folk say that their mission in life is to keep writers humble. And they succeed, oh, indeed they do, especially the Columnazis, tough, hand-picked, and specially trained for commando-raiding the works of us luckless syndicated writers. The havoc which even a small band of these creatures can create in a few minutes is beyond description.

I have a large scrapbookful of clippings which show the devilish work of

Garblins and Gramlins. These are a few typical examples:

FROM an Ohio weekly: "Mr. F—, chairman in charge of the bathing beauty contest, is looking for it to be one of the biggest contests with some of the most beautiful girls ever held."

From a magazine story: "She was dressed in a play suit revealing the contours of her slim young body of white sharkskin."

From a St. Louis newspaper: "Since 1922 more than 20 assassins have tried to kill Mussolini with bombs and guns, including three women."

Inscription on a headstone, as reported in a Maryland paper: "Ex-governor Benjamin Ames of Bath. Died September 28, 1835. Restored by the D.A.R., 1941."

From a syndicated column on child care: "Don't waken baby for food unless he demands it."

From an Atlanta society column: "Miss M—in a profile hat trimmed with a dashing green bird lunching with a group of out-of-towners."

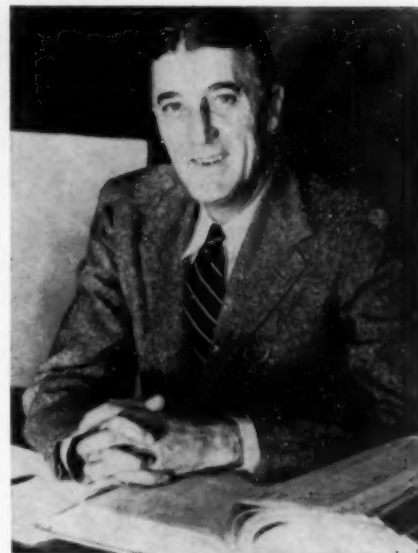
From a syndicated Hollywood column: "L—, Hollywood's youngest mother, made her first appearance since the birth of her baby at the Streets of Paris Cafe."

FROM a famous "advice-to-the-love lorn" column: "Question. Is it all right to kiss a man with a mustache on his forehead?"

From a magazine story: "She hesitated, took a deep breath, opened it with her key, and walked in."

From a want ad in an Oklahoma newspaper: "Auctioneering is my business. My prices are reasonable. If I am out of town, make dates with my wife."

From a Pittsburgh daily: "The Holly-



Frank Colby

Whose lively and informative articles on words are teaching Americans how to use their language.

wood screen actress was granted a divorce when she testified that her husband objected to having children."

From a Cincinnati paper: "The ancient Jews learned how to make bread rise from the Egyptians."

From an Oklahoma daily: "Private B— has been transferred to Camp Blank where he is receiving the Army cooks' curse."

From an Ogden daily: "Miss M—, who was married today, spent three months getting her torso ready."

RADIO has Gremlins, too. They are called Programlins, or Fluffiends. They wiggle into the mouths of broadcasters and produce such horrendous howlers as these, all actually heard on the air:

The R.A.F. is keeping Vergil over the English Channel.

The Nazis are leaving no stern untuned. There is a possibility of another attack by a Japanese invasion feet.

Here are the latest developments from the Nazi spial try.

Japanese installations on the Gilbert and Sullivan islands.

The R.A.F. continues its nightly germinating of Bombany.

The doctor was accused of performing surgical operations without calisthenics.

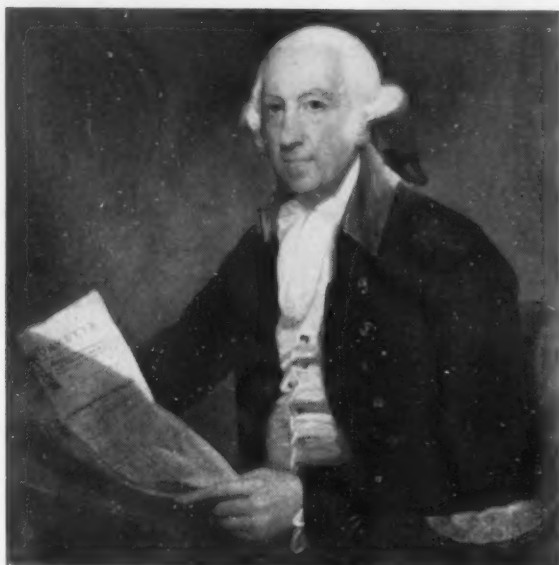
Be sure to take a few bottles of our beer on that panic you're picking . . . (oops!) . . . on that placnic you're pinning . . . on that OUTING!

THIS lively article is from the gifted pen of Frank Colby, word-master of Houston, Texas, whose feature, "Take My Word for It" distributed by The Bell Syndicate, Inc., of New York City, appears in nearly 200 newspapers, including some of the largest in the country, and has a combined circulation of more than 15,000,000.

Mr. Colby, noted authority on speech and word usage, has written scores of pamphlets, magazine and newspaper articles on his subject, and his first book, "Your Speech, and How to Improve It" (Vanguard Press) has been commended by many educators. He recently has added a radio program on words and their usage to his already busy schedule.

GEORGE TAUBENECK (Illinois '30) and Mrs. Taubeneck have announced the arrival of G. GREGORY TAUBENECK at Henry Ford Hospital, Detroit. Mr. Taubeneck, editor of *Electrical Refrigeration & Air Conditioning News*, and past president of the Detroit professional chapter of Sigma Delta Chi, professional journalistic fraternity, announced the arrival in a miniature newspaper entitled *Heir Conditioning News*. (It was the first edition.)

Dawn of the American Daily—



—Photo from original painting, courtesy New York Historical Society.

James Rivington

Tory? Yankee Spy? Patriot?

THE next spring, 1778, Rivington—as the ringleader of the New York Loyalist printer-editors—started to head up what Isaiah Thomas called a daily newspaper, America's first.

I am referring to a statement in the first edition of Thomas's *History of Printing* (the only edition printed during his lifetime), a most authoritative work by that printer-editor-scholar-historian of the Revolution. The statement is as follows:

"During the war, a newspaper was published daily in the city of New York . . . These papers were all published under the sanction of the British commander-in-chief; but none of the printers assumed the title of 'Printers to the King' except Rivington, who had an appointment."

About the middle of May, 1778, the three newspaper establishments then in existence in New York City had increased their three weekly issues to five. Rivington's *Royal Gazette*, which had appeared on Saturdays, was issued as a semi-weekly from Wednesday, May 13. Alexander Robertson's *Royal American Gazette*, which had been appearing on Thursdays, added another regular issue the following Tuesday, May 19. Hugh Gain's *New-York Gazette* was merely continued on Mondays. The Friday issue of the daily did not enter the field until Sept. 3, 1779, with the establishment of William Lewis's *New-York Mercury*.

This daily newspaper arrangement was naturally made possible by subsidy. The day of the commercially profitable daily newspaper on its own merits did not

arrive at least until the publication of Dunlap and Claypoole's *Philadelphia Packet* and possibly not until the rise of the penny press in the 1830's.

RIVINGTON'S *Gazettes* continued until the decline of British power and then the evacuation of the city Nov. 25, 1783, brought the combination to a point of disintegration, even though two of the papers continued until after the evacuation.

These two turncoats included the paper that became New York's first six-day paper from one plant, the *Morning Post*, and Rivington's own paper.

And how did the "King's Printer" survive the wrath of the Revolutionists?

George Washington Parke Custis, Gen. Washington's adopted son, states that Rivington "wrote his secret billets upon thin paper, and bound them in the cover of a book, which he always managed to sell to those spies of Washington, who were constantly visiting New York."

Custis estimates that Rivington probably cleared between one thousand and fifteen hundred guineas—"a cheap, a dog cheap bargain"—for his contributions to "the safety and success of the army of independence."

So much for Rivington's case for being considered father of daily newspaper publication in the United States. And it is a rather good one. Here is the case of Benjamin Towne:

(75)

The Pennsylvania Evening Post, and Daily Advertiser.

Vol. IX.]

TUESDAY, JUNE 17, 1783.

[Numb. 922.]

PROCEEDINGS of the FREEMEN of the city and liberties of Philadelphia, assembled agreeable to public notice, at the Court-house, on Saturday the fourteenth of June, 1783.

Colonel Samuel Miles in the chair.

WHEREAS in the course of the late war with Great Britain, many persons, inhabitants of these United States, left to all faith of decency, virtue and public spirit, abandoned their country in the hour of her distress, and joined the armies, aided the measures, and incited the cruelties, employed by the king of Great Britain to reduce and to enslave us:

And whereas, by the blessing of Heaven, our struggle for peace, liberty, and independence, hath been glorious and successful, and the hopes which these men entertained of provision and support from the crown of Great Britain, are now disappointed; in consequence whereof, it is apprehended that they will endeavour so to introduce themselves into the United States, and solicit the restoration of property justly forfeited by their treasons:

And whereas many soldiers have been lately paid by the good people of our sister States, to prevent the return of such persons among them:

Therefore, in order to preserve the public welfare, and to prevent this State from becoming a receptacle for the outcasts of America,

We do resolve, 1st, That we consider it as inconsistent with the interest and dignity of the good people of this State, that any person who hath voluntarily withdrawn himself from this or any of the United States of America, since the sixteenth day of April, 1775, and hath joined the armies, or aided and abetted the measures employed by the king of Great Britain against this country; or who hath been legally attainted, or expelled by this, or any of the United States, should be suffered to return to, or reside within the State of Pennsylvania.

2^d, That we consider it our duty as citizens and individuals, to prevent any such persons returning into this State; and we do solemnly denounce and mutually pledge ourselves to each other, to use all the means in our power to expel, with infamy, such persons who now have or hereafter shall presume to come among us, and that the name of such persons be published in the news papers of this city, by the committee appointed to carry these resolves into execution.

3^d, That we conceive the restoration of the estates forfeited by law, as incompatible with the peace, the safety and the dignity of this commonwealth.

4th, That the dignity and interest of this State requires that funds be provided for the payment and discharge of the public debt.

5th, That our representatives in assembly be instructed upon these important subjects.

6th, That the instructions to our representatives be in the words following:

Instructions from the freemen of the city and liberties of Philadelphia, to their representatives in general assembly.

IN the exercise of that unquestionable right of the freemen of the State of Pennsylvania to instruct their representatives on subjects of political importance, we, the freemen of the city and liberties of Philadelphia, address you at this time on a business of the greatest magnitude, comprehending in its

extent all the inhabitants of this State, in their most essential interests, and which may, in its consequences, affect remote posterity.

Scarcely have we had opportunity to felicitate each other on the auspicious dawn of peace, when we find our apprehensions excited, and our momentary exultations changed into extreme anxiety, lest by the return of the unattractive enemies of our independence, the smiling prospects which now present themselves to our view, should be unfortunately clouded.

We are alarmed against this class of men by what we conceive to be the best founded resentment. They deserted the cause of their country when their services were wanted, and the first and most important duty of a citizen; most of them ingrained, and many of them actually perpetuated, enormities accompanied with every circumstance of barbarity, and feasted with a malevolent satisfaction on the horrid catalogue of murders and devastations committed upon the Whig inhabitants of the United States, during the season of their trial and distress.

It is unnecessary to dilate by any particular appellation the persons referred to, we must be left to memory and feeling, or there can be no possibility of misdeeds.

We consider ourselves as acting on this present occasion not only on our personal account, but for those who may live alone us. The measures adopted in the early periods of government operate with accelerated force and additional weight, in proportion to the distance of time. Justice, policy, and our obligation to perpetuate the freedom we possess, forbid us to permit the return of those degenerate and seditious sons of America, who hold principles incompatible with a republican government.

That the object we have in contemplation may be attained in a constitutional and unexceptionable mode, we instruct you at the next session of assembly to use your utmost influence to procure a law to be passed, providing that no person, who has voluntarily withdrawn himself from the United States, since the 19th of April, 1775, and hath joined or abetted the armies or councils of the king of Great Britain, or who has been legally attainted or expelled from any one of the said States by the executive authority thereof, shall ever be permitted to return to this land, sacred to liberty, or enjoy the rights of a citizen of this commonwealth.

Mercenary considerations, connections of friendship, blood or alliance with the persons whom we wish to exclude, may very probably occasion objections to the measures suggested; but we trust, we confidently trust, that every proposition for a restitution of the confiscated estates to their former owners, and the return of those who deserted their country in the hour of danger and sacrifice, will be reproached with a heavy indignation. That those unworthy men, who would have rejoiced in the subjection of America to the dominion of Britain, and rioted in her spoils, will not be allowed, in the calm of peace, to participate of the blessings of liberty and commerce, in the acquisition of which they not only refused to contribute their proportion of labour and of hazard, but deserted to the enemy, and profited their unavailing force to reduce this country to a state of slavery, heightened by all the cruelties which an enraged despot, with his unfeeling ministers, could inflict.

But while we instruct you to guard against the return of our

A typical front page of the Pennsylvania Post.

TOWNE, born in Lincolnshire "and brought up to printing in England," made his first connection with the American printing business as a journeyman in the shop of William Goddard at Philadelphia in 1769.

Goddard, a Whig, had Joseph Galloway and Thomas Wharton, Sr., as silent partners in the publication of the *Pennsylvania Chronicle* and in the printing of items obtained through the political connections of the silent partners, both of whom were Tories!

This arrangement was the situation upon which Towne capitalized in order to get a share in Goddard's business. Whether he bought out Galloway and Wharton or merely acted as their agent in the dictation of newspaper policies and other shop practices is an open question, but Towne thus got his start and Goddard came to suffer for it.

Trouble between the aggressive Towne and Goddard was inevitable, and the firm of "WILLIAM GODDARD and BENJAMIN TOWNE, at the NEW PRINTING OFFICE in Market-Street, near the Post-Office, and opposite Mr. John Wister's" was dissolved between July 16 and July 23, 1770. This dissolution was followed by a "state of hostility" in which "newspapers, handbills, and pamphlets were filled with ebullitions of their animosity."

WITH this background, Towne began the publication of the *Pennsylvania Evening Post*, the first tri-weekly and the first evening newspaper in Philadelphia, on Jan. 4, 1775.

It was "printed on half a sheet of crown paper, in quarto," and appeared on Tuesdays, Thursdays, and Saturdays. Its price, "two pennies each paper, or three shillings the quarter," was unusually low for a period in which printing paper was scarce and expensive, and hand presses made only small editions possible.

Towne may have financed this venture himself, but it is likely that he had one or more silent partners in this paper, quite likely the same Tories—Wharton and Galloway—whom he had served before.

A trick that Towne played on the publisher of the *Pennsylvania Ledger* throws light upon the character of this printer-editor.

HUMPHREYS had taken an oath of allegiance to the king as a qualification for an office and, with the outbreak of hostilities, had refused to break his oath.

Towne, on the other hand, played for popularity with the patriots. In spite of his known Royalist connections with Galloway and Wharton, for example, he was actually doing printing for the Continental Congress in 1776.

He even scored two notable patriotic news-beats: On July 2, he first announced the action of Congress that day in declaring the Colonies free and independent states, and on July 6, he printed the full text of the Declaration of Independence on the first two pages of a four-page edition. Only John Dunlap's offi-



Alfred McClung Lee

THOUGH he is still on the younger side of 40, Alfred McClung Lee has crowded so many activities into his program and is still carrying so many obligations in so many groups and organizations that one scarcely knows where to begin in preparing a thumbnail sketch.

His principal bent has been journalism, education and research. His journalistic side has included newspaper editorial work, public relations, the teaching of journalism, and the authorship of numerous articles and several books. The books include "The Daily Newspaper in America," "Studies in the Science of Society," and, with Elizabeth B. Lee, "The Fine Art of Propaganda."

He received his A.B. from the University of Pittsburgh, his A.M. and Ph.D. degrees from Yale. He has taught at the University of Kansas, the Institute of Human Relations at Yale, New York University, and is now Professor of Sociology and chairman of the Sociology Department at Wayne University, Detroit.

Prof. Lee has been active in various journalistic organizations, including Sigma Delta Chi. He received the Sigma Delta Chi research award in 1937 and has headed the fraternity's research committee.

His broadside of the Declaration was printed before Towne's latter scoop.

Towne's fight with Humphreys is

SO BIG!

IT would take all the paper used for an entire edition of Rivington's *Gazette* to print a dozen copies of a 1943 Sunday New York Times!

All of the paper in an edition of Towne's *Evening Post* would be enough for only one fat Sunday newspaper today!

Instead of tiny papers, financially insecure, living from hand to mouth, look what we have now:

1,788 dailies published in 1,405 communities serve the 34,854,532 families in the United States with 42,820,217 papers daily.

221 of these dailies, located in 92 large cities, circulate 29,283,259 of the total number of daily copies.

sketched by Isaiah Thomas as follows:

"Benjamin Towne . . . was not friendly to Humphreys, and published a number of pieces calculated to excite the popular resentment against him . . . Not knowing what might be the consequences of these assaults, in those times of commotion, Humphreys discontinued his paper, quitted business, and went into the country. At the very time Towne published these pieces, Humphreys had loaned him the paper on which *The Evening Post* was published, without any prospect of payment."

The fact that from December, 1776, to September, 1777, Towne's paper was not published with entire regularity is attributed to the threat of British occupation which hung over Philadelphia the latter part of November and all of December, 1776. Towne continued to be nominally on the patriot side, but he was undoubtedly prepared for the change of loyalties he achieved the following fall.

IN the fall of 1777, with other publishers leaving the city, Towne continued publication. After the British occupation, a short suspension was followed by the issue of Oct. 11 which contained "a full account . . . of the military operations and the success of the British arms."

Galloway's part in the British occupation of Philadelphia may have aided Towne's shift to the royalist side. During the winter of 1777-1778, Galloway was the royal civil administrator of the city.

The British troops evacuated Philadelphia on June 18, 1778, but Towne stayed. On June 20, the *Evening Post* appeared as usual and contained a full account of the British evacuation the preceding Thursday. Gen. Benedict Arnold, the American military governor, evidently paid no attention to press or printer, "and the *Evening Post* continued to be published without actual molestation, although the Whigs who returned were exceedingly hostile to the printer." Perhaps Arnold recognized that he had something in common with the turncoat Towne.

DURING the six years between the evacuation of Philadelphia and the final suspension of Towne's newspaper, Towne made a continuous struggle to right himself with the winning side of the Revolution, to remove the indictment of treason brought against him, and to make a living out of his newspaper and printing shop. His success in these directions was not great.

His newspaper became more and more sickly. The irregularity of his "tri-weekly" publication in 1778 prompted the printer to call his paper a semi-weekly and then late in 1779 to drop reference to periodicity.

Imagine a little paper, 8 by 12 2/3 inches in page-size with a two-column type-page 6 7/12 by 9, that appeared irregularly, seldom had more than two pages, carried little advertising and scant news. Instead of being printed proudly "nearly opposite to the London Coffee-

[Concluded on page 14]

Course Prepares Students for Jobs in Radio Journalism as

"Bachelors of Broadcasting"

By HELEN J. KAMAROSKI



Helen J. Kamaroski

Miss Kamaroski, author of the accompanying article telling how radio journalism is being taught at the University of Missouri School of Journalism, is a senior there. A member of Theta Sigma Phi and of Phi Theta Kappa, she hopes to be a writer of fiction some day but wants to work on a newspaper first.

MANY opportunities are open in radio journalism for aspiring students qualified for them—news commentators, reporting of straight news, editorial hours, interviews, on-the-spot broadcasts of news events, and other features of the "newspaper of the air."

Five hundred and fifty-four stations in the United States and the District of Columbia employ either news or sports commentators or both, 501 having one or more sports commentators and 382 having one or more news commentators.

Students working toward the radio journalism degree get experience in preparing material for broadcasts and in its proper presentation at the University of Missouri School of Journalism. In the news processing class they write the news in the form in which it is broadcast by the regular professional announcers of the Columbia local station, KFRU, while in the newscasting course they study news presentation, announcing, and the reading of continuities.

Four broadcasts are prepared daily. These news reports are heard by farmers and residents of small towns over a considerable area of central Missouri. Three of the broadcasts last four to five minutes each, and there is one which lasts for 15. A total of about 4200 to 5000 words of news is broadcast daily over KFRU.

THE news processing class is conducted quite informally. Students are assigned in groups to a certain broadcast period of each day, and they have a "deadline"

within which to complete their assignment.

They work with wire stories taken directly from the teletype and with local news stories from the city editor's desk. These they rewrite into a form suitable for spoken announcement. They must evaluate the news and pick out only that which is most important for broadcasting—not always the same as the highlights stressed in printed form.

The newscasting course was introduced for the first time last fall. It is open to any university student interested in the work—regardless of whether he is enrolled in the School of Journalism.

THE radio speaker must know how to read news. The tone appropriate to presentation of straight news is scarcely the same as that to be applied in advertising a sponsored product. In the latter case, the speaker is trying to persuade; but in giving news, he must read calmly and sincerely.

This is especially true during the war when the announcer is likely to have strong personal interest in the news. He must guard himself against giving a biased interpretation of facts.

Students in this class, which meets

twice a week, study pronunciation and how to read the news. Special attention is given to basic words most often used on the air. Then, too, it is necessary to know what letters may cause difficulty—"s" often comes through the loudspeaker with a hissing sound; "f" is easily confused with "s" via microphone. And there's an irritating effect to the listener's ear in too many initial "b's" and "p's"

Some time is devoted to the pronunciation of war names—those of generals and geographical locations in different countries. Whether the announcer knows how to pronounce the words currently common in the news may have a great deal to do with his effect on his hearers.

Calmness and poise are essential characteristics of the good radio speaker. If a bulletin is given him just before he goes on the air, he must know what to do with the rest of the broadcast in a few minutes.

A speaker must know how to come in on the split second without wasting time. The students practice at a microphone before the class in order that each may criticize the others, and are also working on a series of dramatized newscasts.

[Concluded on page 12]



Students prepare wire copy for newscasting in the radio room in the University of Missouri's School of Journalism.



Public relations officers of American and British forces check official news to be released at the daily press conference with war correspondents attached to the Allied headquarters in North Africa. Left to right are: Lieut.-Col. Joseph B. Phillips, U. S. Army public relations officer; Brig.-Gen. R. A. McClure, U. S. chief of information and censorship, and Lieut.-Col. J. B. McCormack, assistant director, British Army public relations office.

A HEFTY, intent reporter dived headlong into a slit trench on a hillside in Tunisia. German shells plowed up the baked earth all around him.

"Come in," said a grinning soldier, unnecessarily. "I've had all kinds of people in here today, but you're the first newspaper correspondent. What kind of news do you expect to find in a slit trench anyway?"

Covering the war in Africa was as informal as that. AP Correspondent Harold Boyle tells this story about his own experience, but day in, day out, a good many more stories like it roll into the offices of

the Associated Press in New York. A few make the wires; most do not.

IT'S all in the day's work when a correspondent dodges bullets and bombs in World War II, and the result is the best war reporting ever known.

The greatest concentration of news reporters and photographers ever to accompany an army in the field kept Americans informed up to the minute on the war in Tunisia. Many, like Boyle, landed under fire in Morocco or Algeria, but whether they arrived then or later, nearly all learned to write, literally speaking, between bombs.



Correspondents getting strategy talks from field officers.

Telling the Story



Harold V. Boyle, AP correspondent, is shown in the photo above writing a dispatch from the Allied headquarters. Harrison Roberts, second from right, AP photographer, removes film from a camera on the ground, public relations officer, of Harrisburg, Pa., puts copy into a dispatch bag. Boyle, on leave from the AP, checks with Air Transport Command by field 'phone.

By PAUL FRIGGEN

Associated Press Staff Writer

"Soldiers of the Press," one might call these correspondents—without guns! Officially they are classed as noncombatants, and so they are forbidden to carry weapons. Yet they roam all over the battlefields, live with the troops, ride in the big bombers blasting the enemy, endure every hardship and danger of the front line.

THE story of AP correspondent Don Whitehead's dramatic trip across the "impossible" southern Tunisian desert with Montgomery's speeding Eighth Army is a classic example.

"The trip took us three hard, jolting days of roughriding that ended with our battered car's being towed into advance headquarters," wrote Whitehead.

"The khamsin began to blow—steady, monotonous, nerve-rasping winds that fog the air with sand and fill one's eyes, nostrils, ears and hair with fine powdered dust. We knew that water would be one of the most difficult problems, so water was rationed strictly, with three mugs of tea daily and half a mug for shaving and washing. With half a mug one could at least get the worst of the sand from one's face and get an illusion of cleanliness—if one did not look into the mirror!

"We camped in a gulch the first night, with the wind still blowing. By morning, fine sand had drifted over the beds and our faces, and the khamsin had not slackened. Sand gritted in one's teeth with every bite of food and rasped the eyeballs every time one blinked.

"Again we set out in the brown dust clouds that swirled across the Army's trucks and blotted out the horizon—an endless jolting, looking into nothingness.

"In a sandstorm we lost the truck carrying our food, water and bedding. Immediately, we developed a burning thirst, made worse when we had to get out and push our car, which was bogged down in the soft sand.

"But late in the day we caught up with the truck. It was a beautiful sight!"

THE QUILL for May, 1943

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—Associated Press Photos

riting a dispatch on North African fighting at Tunisian field head-
moves film from his camera. Lieut. Joseph E. Schmidt, left fore-
dispatch bag. Capt. Jay R. Vessels, left rear, of Minneapolis, Minn.,
field 'phone. Irving Smith, right, prepares captions for his photos.

FRIGGENS

ss Staff Writer

TODAY'S war correspondents, in fact, have more close shaves than the average soldier. AP's Noland Norgaard has been bombed and strafed so often at the front that he now has difficulty in getting other correspondents to ride in the same jeep with him, although all have come close to death many times.

The reason for all this is that Norgaard, like all the correspondents, moves from battle sector to battle sector wherever the action is hottest. The soldier, on the other hand, usually remains in one sector, which may be quiet for a long time.

But a correspondent can't dally long in one place and cover this man's war, and so the press in Africa went *mobile*!

"This story is old before my fingers can type the words to tell it!" an AP correspondent wrote recently. He was racing along with the British Eighth Army chasing Rommel, so news was particularly perishable at the moment, but his statement pretty accurately describes the job of a war correspondent day in, day out.

"When this is written," the story continued, "a dispatch rider will take it back over more than 200 miles of desert to a landing ground where a plane will fly it to Tripoli. From Tripoli another plane will carry it to Algiers for censorship. After that the copy must be sent by wireless or cable to New York."

THAT is a fair sample of the difficulties of modern war reporting and news transmission. It's the biggest job ever handed the press, and the press is on top of the job!

At the beginning of the campaign in Africa, correspondents worked under extraordinary difficulties. They were few in number, and they hitchhiked from army unit and worked, as one of them reported, "far into the night by candlelight in drafty tents or in bombed wrecked buildings"! It was a haphazard system at best, and many stories never



Associated Press correspondents Edward Kennedy, left, chief of bureau in Algiers; Don Whitehead, center, and George Tucker study the strategy and movements by which the Axis forces in North Africa went down to a smashing defeat and unconditional surrender.

even reached the censor's office.

With the introduction of the first mobile press unit, an organization of officers and men set up to speed news transmission, the whole picture was vastly improved, although still far from a featherbed proposition for any correspondent.

The mobile press unit feeds and houses the correspondents, arranges to transmit their dispatches by teleprinter and air courier to the wireless station at headquarters. The result is greatly improved news transmission and a bit more personal convenience for the scribes. They now sleep on cots!

WHEREAS the correspondents

used to thumb their rides to the front, they later traveled in jeeps provided especially for them. Upon Acting Sergt. Frank Lazie, 27, former women's clothing designer of New York, fell the grief of this job.

It was Lazie's unprecedented task to get 30 to 45 correspondents and photographers up to the front lines each morning — and each newspaperman with his own idea of what part of the battle front he wanted to cover!

Lazie had 14 jeeps and 45 riders, often more. "Sometimes I dream of heaven," he confided to an AP reporter recently. "It is a place with



Censors at work on correspondents' stories in North Africa.

1000 jeeps with self-filling gas tanks and self-repairing tires and only five correspondents to put in them. Each correspondent would have 200 jeeps to himself!"

AN important dispatch sometimes came by six routes from Africa to New York. It might have been sent by a military wireless channel from a regular commercial station by voice broadcast available twice daily, by cable and also by wireless and by voice broadcast to London, where news is relayed on to New York unless New York already has sent it to London.

The dispatch might be 10 or 1000 words. If long it is filed in short sections or "takes" of 25 to 100 words all numbered in sequence with time sent so that the New York cable desk can tell when they were written, how long they might have been delayed, and whether any parts are missing. To avoid mistakes, a 24-hour clock and international date system is used. One minute after midnight is 001; one minute before, 2359, and midnight is 2400.

The men who man the cable desk in AP's general office, New York, literally sit on top of the news. Twenty-four hours a day, seven days a week, Sundays and holidays, AP cable editors sat at their typewriters before the cable printers relaying the news from Africa as it came in sentence by sentence.

A corps of specially trained and recruited experts receive and edit AP war news, many of them former foreign correspondents in Tokyo, London, Paris, Berlin, Madrid and other world capitals. They are augmented by writers training for future foreign service.

IN an ordinary day, 25,000 to 30,000 words pass across the cable desk—war news from Africa and the world over—and always there's just time to get a hot bulletin on the wires to papers. Somewhere newspapers are going to press day and night. Often a bulletin is on the way to AP newspapers in less than a minute after it clicks in on the cable printers—faster if it's a flash.

Altogether, it's a swift-paced, dangerous job getting today's war news from various fronts—and chances are there's a story behind the story as good as the dispatch itself.

"Bachelors of Broadcasting"

[Concluded from page 9]

BESIDES drill on pronunciation and working on the other necessary qualifications, the newscasting class devotes an hour a week to news processing. Here the experience is similar to but not so extensive as that in the regular news processing class.

The student is taught to shorten and adapt news that comes over the wire, as he might be called upon to do quickly before a regular broadcast.



Paul Friggens

Returning to the pages of *The Quill*, where he has appeared frequently in the past, Paul Friggens gives highlights of the news coverage in North Africa. Now a staff writer for the Associated Press in New York City, he was graduated from the University of South Dakota in 1931; he founded and operated a news service in Belle Fourche and Pierre for several years and then, in order, was with the United Press, United Feature Syndicate and NEA Service, Inc., Cleveland.

While he was with NEA, his articles appeared frequently in *Everyweek* magazine of that service. He left NEA to join the AP in New York City.

AP men tell the story of Harry Crockett, who was killed in action in the African theatre and buried at sea. A fellow correspondent relates this story about Harry:

"On a hot July day in the fury of the early fighting at El Alamein, I noticed that Crockett actually jumped every time a gun was fired or a shell exploded nearby.

"If that is the way it gets you, Harry, why don't you get the hell out of the desert?" I tactlessly suggested.

"No," Harry countered. "It scares the hell out of me, but I'm not going to let it scare me out of this hell!"

Practice in reading continuities, in making program announcements, in reading commercials between the news, and in announcing stations—these are all part of the regular routine of the class.

Radio advertising is another required course toward a radio journalism degree. The students study different types of campaign methods, devoting the first part of the semester to actual writing of stories and features and the latter part

to the development of promotional programs.

ONE of the projects of the class is the studying of popular radio broadcasts and breaking these up into the time taken for each part of the program—the commercials, the number of times the advertised product is mentioned, applause, etc. About 60 programs are so timed by each student.

A study of various campaigns includes institutional campaigns, school publicity, political issues, raising money for different purposes, the promotion of civic, co-operative, and business organizations, and other similar projects. The students study these in connection with the various types of media and especially the one which would successfully put over the intended proposal. On completing the course, they have a very good idea of how to go about conducting a real campaign.

Certain speech courses are also essential toward this degree—Radio Speaking, Types of Radio Address, and Oral Interpretation of either Prose or Poetry and Discussion. Two of the following courses are required—American Phonetics, The Theater, Characterization and Acting, Public Address, and Principles of Rhetoric.

Besides these, the student must have one writing course, either The Short Story, Advanced Writing, or Advanced Exposition. An upperclass course in literature and the course in Recent United States History are part of the requisites of the program plus three additional credit hours in the College of Arts and Science.

Basic journalism courses are likewise essential. Thirty hours in professional journalism are necessary, including six hours of History and Principles of Journalism, six hours of The News and Reporting I, six hours of Copy Reading, and three hours of Advertising Principles and Practice.

Introduction of the specific radio curriculum means that the first separate School of Journalism in the world, that at the University of Missouri, has broadened its influence.

Numerous graduates of the course in news processing as well as others who have taken the course in Radio and Promotional Advertising now hold jobs in the radio world. Enlargement of the school's facilities in this respect will greatly increase its prominence in preparing men and women for the radio air lanes of the future.

RICHARD POWELL CARTER (Washington & Lee '29), associate editor of the Roanoke (Va.) *Times* and *World-News*, was elected chairman of the National Council on Professional Education for Journalism at a council meeting in Chicago in January. On Feb. 20 he was presented the Virginia Press Association's "Distinguished Service Award" "for editorial writing during the year 1942 and for outstanding service to the community and nation through newspaper editorial leadership in the public interest."

THE QUILL for May, 1943

• THE BOOK BEAT •

Notes on News

NEWS IS A WEAPON, by Matthew Gordon, 268 pp. Alfred Knopf, New York. \$2.50.

THE average American, after reading "News Is A Weapon," is likely to think that America's press and radio have contributed greatly to his confusion on foreign affairs. That's why Gordon's book should be a "must" not only for news editors, but for all news men who write anything about the foreign scene.

Gordon's book is rather short as books go. But it is based on his four years as news editor of the Columbia Broadcasting System, which places heavy emphasis on news. And to write the book, Gordon gathered material totaling 450,000 words. He is now chief of the Foreign Service Division of OWI.

"It would be well," Gordon writes, "if everyone were his own news warden, equipped to extinguish the incendiary bulletin. But the great responsibility lies with the editor of all our news media."

The point is driven home to readers of "News Is A Weapon" that the news arm is a definite part of the Axis military arm. The Nazis have said so time and time again, but U. S. editors still give their news good play.

There are enough specific case histories given to show that actually the American press services, which account for most of the press' and radio's foreign news, perform perfectly as far as the Axis is concerned.

THE Axis gets its news to us in five ways. First, the neutral correspondents send it to their papers. U. S. correspondents pick it up from the neutral papers and relay it to this country. Second, active Axis news agents plant stories in the neutral capitals for U. S. consumption. Third, the story is distributed directly by short wave. (Remember the press associations, the networks, the FCC and the OWI have monitoring services.) Fourth, the radio in Nazi occupied and controlled territories tells their story. Fifth, the Transocean news agency distributes it in prepared form for U. S. press services.

Their sending it wouldn't make much difference, except the people don't make good news wardens. And news editors give it big play. And everyone should realize, though, the editors at the time of editing and the readers at the time of reading, that the Nazi story is put out with a definite, well-calculated purpose.

What can news be used for? The ex-CBS news editor tells in these words:

"The news arm, operating with the military arm, has been used, too, to make an opponent change his military dispositions—go through waste motions, stand at the alert, and relax tension, and the go on the alert again. News has been used to keep troops pinned in an area

Book Bulletins

WE CANNOT ESCAPE HISTORY, by John T. Whitaker, 374 pp. The Macmillan Co., New York. \$2.75.

This volume, which should be "must" reading for all Americans, particularly those who were avowed isolationists before Pearl Harbor and who, we fear, have learned nothing in the months that have followed. If enough of them read it, perhaps America will not again be betrayed into accepting a policy of non-cooperation in world affairs, once the guns of the present conflict have been stilled.

John T. Whitaker has seen much and written much—brilliantly and lucidly—of the tragic events of the last decade. First as a foreign correspondent for the New York Herald Tribune and later as a roving correspondent for the Chicago Daily News.

Now he dips into this tragic decade to search through his observations of "our allies and our enemies for the things which we must know about the world in which we live if we are to survive the war and win the peace." He explains why things happened as they did and weaves them together in a realistic appraisal of significant steps of history in the making.

★

DRESS REHEARSAL, by Quentin Reynolds, 278 pp. Random House, New York. \$2.

This fast-moving, personal account of the story of the action at Dieppe brings the reader an intimate picture of that dress rehearsal for invasion—for Dieppe, Quentin Reynolds observes, was never intended to be anything but a dress rehearsal.

He reveals how he came to get the "break" which sent him on the raid; how the men conducted themselves before, during and after the raid; gives an excellent picture of Lord Mountbatten, Commander of Combined Operations, and notes that a hundred years from now his life and achievements will be studied as the campaigns of Stonewall Jackson are studied today.

Reynolds does not pretend to give a comprehensive account of what the raid at Dieppe accomplished, leaving that for the future and the historians. He does give you a picture of that operation that you won't forget for a while.

★

HEATHEN DAYS, 1890-1936, by H. L. Mencken, 299 pp. Alfred A. Knopf, New York. \$3.

Not so many months ago, we were reading and greatly enjoying H. L. Mencken's "Newspaper Days." Now comes a follow-up volume, just as "Newspaper Days" itself was a follow-up of the prior "Happy Days."

In this, which he says probably will be the last volume of its kind, the author takes up the account of his times from 1890 and brings it down to 1936.

"The present volume," he notes, "is a kind of by-product of the burst of energy just mentioned. (His writing of 3,000 words a day, his all-time high for sustained writings, by which "Newspaper Days" was completed.) When I came to the end of the period marked off for 'Newspaper Days' I simply could not stop, but kept on going until I had accumulated four or five redundant chapters. When wind of these reached Harold W. Ross, the alert editor of the New Yorker, he collared them for his instructive weekly and urged me to go on to more."

That Scribe Mencken did will be good news for those who enjoyed his previous "days" volumes—and what newspaperman didn't?

where no attack will come. It may even be used to put an opponent through a complete dress rehearsal of certain tactics so that information can be obtained as to what he would or would not do if the real thing came."

WHEN the Nazis learn that U. S. editors have listed one of their date-lines as suspect, they put out a good story

from there that is true. The confusion starts all over again.

The Nazi news story is put out for a definite reason. Thus, it makes little difference whether American papers say the story came from "well-informed, usually reliable, semi-official, close to official" sources. The story still came from Goebbels' propaganda mill.

"News Is A Weapon" raises a problem that will stump many a postwar planner and many a news expert. What can be done with the sources of communication that will keep them free and working to the best interests of their respective countries and yet keep them from being used to subjugate and confuse people?

Matthew Gordon deserves congratulations for this book. It is the kind of exposé and discussion that is vitally needed in American journalism. It is a book that must be read by those on newspapers, in radio, on the fringes of journalism and by responsible citizens.—DICK FITZPATRICK (Marquette '42), Washington, D. C.

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Concerning Hiawatha

SCHOOLCRAFT — LONGFELLOW — HIAWATHA, by Chase S. Osborn and Stellanova Osborn, 697 pp. The Jaques Cattell Press, Lancaster, Pa. \$5.00.

This monumental volume, an important contribution to literary Americana, blasts to bits the charge that Henry Wadsworth Longfellow plagiarized his brilliant Indian epic folktale of Hiawatha from the Finnish Kalevala.

Chase S. Osborn is the former Governor of Michigan, first national honorary president of Sigma Delta Chi, professional journalistic fraternity, writer, author, scientist and explorer, to mention but a few of his many accomplishments. Now well beyond 80, he puts to shame by his physical and mental vigor men many years his junior. Stellanova Osborn is his daughter, companion and secretary.

In this volume, they discuss the writing of the Kalevala and of Hiawatha, compare the two, treat of Longfellow's writing of Hiawatha, dip deeply into the Indian lore from which Longfellow, with the aid of Henry R. Schoolcraft, drew; and then pen an intimate and revealing biography of Schoolcraft, outstanding historian, explorer, geologist and all-around scientist too long neglected and too little credited for the things he accomplished.

The Osborns' discussion of the Kalevala-Hiawatha controversy and the writing of each is a significant contribution to literature, but it is their biography of Schoolcraft that is even more significant to this reviewer.

Henry Rowe Schoolcraft probably did more than any other man to make the youthful United States of America realize the valuable natural resources lying in the West and Northwest. He explored the Missouri and Mississippi valleys for their mineral resources; he was Indian agent on the northwestern frontier and interpreted much of Indian lore for those who followed him.

As early as 1822, Schoolcraft was point-

ing out the relatively low cost of water carriage and unusual facilities for communication between the Copper Country and New York by way of the Great Lakes and the Erie Canal. He foresaw the need for a canal at Saulte Ste. Marie. He was the first white man to find and identify the source of the Mississippi River.

It was Schoolcraft who gave Indian names to lakes, rivers and to Michigan cities, towns and counties. He devoted the greater part of his life, more than

three decades, to work with the Indians and his major work, "Historical and Statistical Information Respecting the History, Condition and Prospects of the Indian Tribes of the United States," in six volumes, is but one of many literary and scientific contributions.

The Osborns bring belated but generous tribute to his genius and endeavor, lay the foundation and set the pace for further recognition of his work.

War and Journalism Schools

[Concluded from page 4]

ful shifting about of personnel from one paper to another with resultant incompetence of beginners on all papers.

AFTER the war, it is probable that an even greater period of demand will be encountered. The *Associated Press* and other agencies have learned by sad experience that it is not in the interests of American readers to "exchange" news with foreign agencies or to permit foreigners to prepare news for American papers.

Command of the news fronts of the world by American journalists will create many vacancies at home to be filled by recent graduates. Further, the demand of foreign countries for a deal similar to that which America gives Americans may mean many places and opportunities abroad for American-trained journalists.

In such countries as those of South America, of Asia, or Africa, there are tremendous publics, potential "penny press" publics, which may wish to learn from the graduates of the distinctive American schools and city rooms.

The regular demand will continue, the demand represented by the normal needs of the American press for a trained body of beginners numbering from 1200 to 1500 a year. And the demand will continue for students disciplined in the "all the people" pattern.

THE American policy will never rise to the six-penny level because it is constantly reconstituted by an increment of

junior readers and readers of modest educational attainment.

Every time the papers hit too high a level of reader education or intelligence, new enterprisers and exploiters appear, to "discover" new publics among those who appreciate big type, simple words, emotional copy, and self-explanatory pictures.

So long as the public replenishes itself from year to year it cannot be reached directly by any other than the distinctive, professionally responsible, popular-press discipline.

This does not mean preparation of graduates to make low or base appeals. It means what the schools are now doing and will continue to do; it means preliminary preparation to do things the American way in journalism.

STUDENTS of the press recall that one of Hitler's first acts was to convert the German schools of journalism into propaganda mills; places to train Germans to reach the people without keeping faith with them.

It makes one appreciate that even the definition of news in German schools and newspaper offices differs from that of Americans. The American definition exalts and honors the human being as such. The German definition of the Nazi ideology belittles the human being and seeks its fulfillment in the vagaries of geopolitics.

American schools of journalism, sustainers and developers of American concepts and institutions, take rank as

fundamental American institutions. As such, they give promise of entering upon a period of greater usefulness and higher standards after the war.

The Daily

[Concluded from page 8]

house," center of Philadelphia's prewar commercial activity, as it was in 1776, it came in the 1780's from a press "in Pewter Platter alley." And then, in the spring of 1783, probably on Monday, May 5, Towne changed the title of his newspaper to the *Pennsylvania Evening Post*, and *Daily Advertiser*, the first daily newspaper printed in one plant in this country!

The first known issue of this daily, dated Tuesday, June 17, 1783, was a two-page sheet which preceded Dunlap and Claypoole's *Packet*, and *Daily Advertiser*, a morning paper, by 15 months. The last *Post* carries the date of Oct. 26, 1784, and it is probable that the *Pennsylvania Packet*, and *Daily Advertiser* killed it off.

IN view of the foregoing, it is little wonder that most of us would rather regard those two soldiers of the American Revolution—Capt. John Dunlap and Lieut. David C. Claypoole—as the fathers of daily newspaper publication in this country.

But the facts are not such. Some will say, with Isaiah Thomas, that the initiator was a Tory printer who served the Rebel general for pay, but the laurels seem to belong to the printer of Pewter Platter Alley, Philadelphia—B. Towne.

T. A. PRICE (Dallas Professional) has moved from the Dallas (Texas) *News* to the Atlanta (Ga.) *Constitution*.

DAVID C. H. LU (Missouri Professional), Washington correspondent for the *Central News Agency of China*, was the honored guest at a luncheon meeting attended by several members of the Chicago Professional chapter, March 22, when he was in the city in connection with the visit of Mme. Chiang Kai-shek.

Mr. Lu was greeted by the following members of the fraternity: Ward A. Neff, president, the Corn Belt Farm Dailies and a past president of SDX; Hal O'Flaherty, managing editor, the *Chicago Daily News*; Leland D. Case, editor, the *Rotarian* magazine; George A. Brandenburg, Chicago editor of *Editor & Publisher* and a past president of SDX; Floyd Arpan, Medill School of Journalism and adviser to the Northwestern chapter; Albert W. Bates, assistant director of public relations, Swift & Company, and former executive secretary of the fraternity; Carl R. Kesler, assistant city editor of the *Chicago Daily News* and president of the Chicago professional chapter; Paul Tetor, business manager, the *Rotarian* magazine; and James C. Kiper, national executive secretary of Sigma Delta Chi.

PAUL R. NELSON (Illinois '38), member of the editorial staff of the St. Louis (Mo.) *Post-Dispatch*, has been commissioned an ensign in the Naval Reserve.

THE QUILL for May, 1943



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THE WRITE OF WAY

By William A. Rutledge III

Reader Appeal

HOLLYWOOD, CALIF.

THAT personage in our witness box is Charles K. Feldman, a movie producer and psychologist. The latter noun is appended because he has made a study of psychology and utilized his conclusions in his film work. Feldman is known as an exceptionally shrewd judge of the *who, what, how, and why* in clicking with the public.

His movies are off the beaten tracks as often as not and it is surprising not only to find him off the beaten track, but also doing so well with these productions.

He has become something of an expert in the line of judging what will appeal to the box-office public. The appeal of certain types of drama for various groups of people is his hobby, and it's a hobby that helps to keep him in the upper strata of the film biz.

THE nucleus of his theories on appeal is that a bus driver, for instance, is most interested in bus driving. It is his theory that the escapist appeal is nil. It has been a most common theory that people enjoy being led into fields of reader interest with which they are not familiar—in fact, fields which are diametrically opposed to that of their occupation.

For instance, it has been a theory that bankers are avid readers of crime and detective pulp magazines. Now Feldman will concede that only if the crime and detection involves a bank. He doesn't say that the banker in this hypothetical case will entirely pass up such stuff but he contends that a banker is first and foremost interested in banking.

Feldman was asked what explanation he had to make of the publication theory that the white-collar workers like to read about wild adventure on the high seas and in the jungles and if sailors didn't go for the Wolf-of-Wall-Street stuff.

The producer's opinions and theories are of value because they have been profitable business in the film industry. "Forget that escape stuff. It's all wrong—whether it's in a book, a magazine, or a movie. A sailor is interested in sailing. The heaviest buyers, by far, of detective and police stories are detectives and policemen. Real cowhands may argue that they wouldn't be found dead in some of the gaudy clothes that screen cowboys wear, but, as the records affirm, western movies do the best in the wide open spaces, especially in the cattle country.

"You newspapermen may laugh when a screen reporter calls up the managing editor and tells him where to go. Nevertheless, I contend, newspapermen like to see newspaper pictures."

THAT sounded convincing enough but Feldman had an even stronger clincher for his point.

THE QUILL for May, 1943

Do you know where they often find crooks and gangsters? I recalled how John Dillinger was trapped in the Biograph Theater of Chicago while watching a crook picture in which a desperado wound up in the electric chair.

"Gangsters can't resist sneaking into theaters to see crime pictures. It is common for police to stake out detectives in lobbies where crime pictures are being shown, to keep an eye peeled for wanted men."

THIS testimony is worth a writer's—and an editor's consideration. Since the outbreak of war we've all become quite interested in and concerned with peoples and places in which we had virtually no interest prior to Pearl Harbor.

The producer's conclusions on what appeals to people who pay the traffic for our newspapers, magazines, and movies are of value because they are based on actual box-office experience.

Journalists are likely to be swayed by what readers say they like and would like to have presented. In this business it's not a matter of a reader's professed likes and dislikes. It's solidly a matter of what he patronizes.

In a newspaper it's what the readers read—and only what they read that makes a reliable index as to their preferences. It's not what they say they like. A reader might say that he never read a certain type of article. Yet the index to his reader interest is not that statement but more the determination as to what he does read and what he does not read.

A lot of people are reading the confession magazines. Yet try to find a person who will admit it. These magazines are selling several million copies of each issue. They're selling. It doesn't matter that no one will admit reading them.

Class dismissed!

See you next month!

New York Laws Relating to Publications, first of a new series of School of Journalism publications at Syracuse University, has been released from the press. Dr. M. Lyle Spencer of the School of Journalism is editor of the series.

Compiled under the direction of Edward L. Ryan, assistant attorney general of the state of New York, the first volume of the series contains a digest of all the laws relating to publications in the state. Supplements to the current volume will be issued by the School of Journalism at the close of each session of the state legislature listing all changes in the laws affecting publications.

Copies of the law digest have been furnished without charge to member papers of the New York State Publishers association and the New York Press as-

sociation as a service of the School of Journalism. Copies of subsequent volumes in the School of Journalism series will receive similar distribution.

Heads Detroit SDX



Edward L. Warner, Jr.

Ed Warner, associate editor of Chilton Publications' three automotive magazines—*Automotive & Aviation Industries*, *Motor Age* and *Commercial Car Journal*—is the current president of the Detroit Professional Chapter of Sigma Delta Chi, professional journalistic fraternity.

Warner became a member of the organization while at the University of Michigan, from which he was graduated in 1930. He was chairman of the annual Gridiron Banquet sponsored by SDX in 1930; sports editor of the *Michigan Daily* 1929-30; a member of the varsity swimming team for three years; Phi Kappa Tau, Phi Eta Sigma and Druids, senior honor society.

He joined the *Detroit Free Press* sports staff in December, 1930, remaining there until the following March, when he joined the Chilton group.

Under his presidency, the Detroit group has held two meetings, the first some months ago at which James R. Young, former Far Eastern correspondent for *International News Service* and author of "Behind the Rising Sun," was the speaker, and a recent meeting at which Clifford Prevost, Washington correspondent for the *Detroit Free Press*, was the speaker.

Ed is married, and he and Mrs. Warner are the parents of two children, Anne and Ted.

FRANCIS J. STARZEL (Iowa '25) is traffic executive for the *Associated Press* in New York, having charge of operating, assessment and membership matters. He is also vice-president and director of *LaPrensa Asociada*, the Latin-American subsidiary, and a director of the *Associated Press of Great Britain*, a subsidiary operating in the British empire.

Chapter Established at U. of California by Sigma Delta Chi

**President E. Palmer Hoyt Presides
at Installation Ceremonies—
18 Men Initiated**

UNIVERSITY of California's war-shrunken chapter of Sigma Delta Chi was installed Monday night, May 10, at the San Francisco Press Club with a ceremony conducted by E. Palmer Hoyt, national president of the fraternity, publisher of the *Portland Oregonian*, and head of the domestic division of OWI.

The initiation was followed by a banquet which jointly celebrated the establishment of the university's chapter of Sigma Delta Chi and the admission of the University of California Department of Journalism to the American Association of Schools and Departments of Journalism.

Sixteen undergraduate and two professional candidates were initiated at the charter ceremonies. Dr. Robert W. Desmond, chairman of the department, pointed out that of the 37 students whose names appeared on petitions for admission to SDX, 21 have entered the armed forces and two have completed their studies and are now professionally employed. Three pledges chosen from among newly eligible students joined the 13 remaining charter petitioners in the ceremony.

PRESIDENT HOYT was assisted in conducting the initiation by Dean Eric W. Allen of the School of Journalism at the University of Oregon, Dr. Chilton R. Bush, head of the division of journalism at Stanford University, Neal Van Sooy, SDX national counselor, Lieut. Campbell Watson, USNR, president of the San Francisco alumni chapter, and Dr. Desmond.

Following the banquet initiates and guests, who included newspaper executives from both Northern and Southern California, heard President Hoyt describe the obligations of the press in time of war.

Never has a greater obligation for truthful and realistic reporting rested upon the profession, said President Hoyt. He urged initiates to remember that even as the war ends, this responsibility will continue and perhaps even become greater.

Other speakers at the banquet were Dean Allen, Dr. Bush, John B. Long, general manager of the California Newspaper Publishers' Association, Van Sooy, Lieut. Watson, and William McCampbell, president of the new chapter.

NEW undergraduate members of the fraternity at California are Paul Christopulos, Norton Curtis, Glenn Erickson, Jerry Hannifin, Myron Jordan, Glen Koskela, Paul Lazarus, Donald Martin, McCampbell, Nick Petris, Dave Reznick, John Studley, John Trezevant, Dave

Domestic OWI Director



E. Palmer Hoyt

The appointment of Palmer Hoyt (Oregon '23), publisher of the *Portland (Ore.) Oregonian*, and National President of Sigma Delta Chi, as domestic director of the office of war information has been announced by Elmer Davis, OWI director. Mr. Hoyt has been granted six months' leave to accept the OWI position and will take over June 20.

Marin, Gennaro Filice and Floyd Wilke. Professional members are Philip F. Griffin, lecturer in the department, and Lieut. (jg) Richard Sholz, USNR.

The University of California chapter of SDX was organized from members of the University Scribes, a men's journalism honor society on the Berkeley campus that came into being shortly after the establishment there of a department of journalism.

HAL O'FLAHERTY (Chicago-Professional '43) is taking a leave of absence for the duration as Chicago *Daily News* managing editor to join the paper's Foreign Service as a war correspondent. He expects to be assigned to the Southwest Pacific area. He was formerly head of the *Daily News* Foreign Service and served as London correspondent for the *New York Sun* and *United Press* in the last war prior to enlisting in the U. S. Air Service when this country entered the war.

FRANCIS STILLEY (Oklahoma '41), who has been city editor of the *Shawnee (Okla.) News-Star* for the last six months, has been named managing editor.

Initiated at Emory

W. F. CALDWELL, southern manager of the *Associated Press*; JOHN FULTON, program director of WGST, Atlanta; LEE FUHRMAN, night city editor of the *Constitution*, and C. E. GREGORY, political reporter of the *Atlanta (Ga.) Journal*, were initiated as professional members of Sigma Delta Chi in Atlanta by the Emory University chapter on April 27.

WHO-WHAT-WHERE

WAYNE SELLERS (Texas '42), former secretary of the Texas Newspaper Publisher's Association and recently associated with the Marshall (Tex.) *News-Messenger*, has joined the business office staff of the Fort Worth (Tex.) *Star-Telegram*.

MILTON S. EISENHOWER (Kansas State '19), associate director of the Office of War Information in Washington and brother of Gen. Dwight D. Eisenhower, has accepted the presidency of Kansas State College at Manhattan.

Eisenhower, 43 years old, is a graduate of the college and served as associate professor of journalism. He was vice United States consul at Edinburgh from 1924 to 1926 and for 14 years was with the Department of Agriculture, first in the public relations division and later as coordinator of land use planning.

WATSON DAVIS (Washington & Lee-Professional '34), director of *Science Service*, was one of a group of prominent U. S. men of science who went to Mexico to attend the First National Conference on Physics in Puebla the first week in May as guests of President Manuel Avila Camacho of Mexico, the Mexican Embassy in Washington announces.

DON L. BERRY (Iowa State-Professional '27) of the *Indianola (Ia.) Record and Tribune* and SHERMAN W. NEEDHAM (Grinnell-Professional '28) of the *Ames (Ia.) Milepost*, were recently named "master editor-publishers for 1943" at the 28th annual meeting of the Iowa Press association at Des Moines, Ia. The men joined an impressive list of Iowans who have been selected as master editor-publishers. The honor is the highest bestowed by the association on its members.

NEAL VAN SOOY, manager of the *Redwood City (Calif.) Tribune* for the last 18 months, has been appointed industrial relations director of the National Motor Bearing Company in Redwood City. He previously was publisher of the *Azusa Herald* in Southern California and a past president of the California Newspaper Publishers association.

JOHN BURNHAM (Wisconsin '26), for the last 15 years editor of the *Waupaca County Post*, has joined the editorial staff of the Wisconsin Rapids (Wis.) *Daily Tribune*.

Mr. and Mrs. Russell V. Bleeker, of Cleveland, O., have announced the engagement of their daughter, Jane, to Lieut. Eugene S. Pulliam, son of Eugene C. Pulliam, Indiana publisher. The wedding date was May 29, in Chicago.

Miss Bleeker is a graduate of Hathaway-Brown School of Cleveland and of Wellesley College, Wellesley, Mass. She has been program manager of Zenith F. M. Radio Station at Chicago for the past year.

Lieut. Pulliam was graduated from Depauw University, '35, where he was a member of Delta Kappa Epsilon and Sigma Delta Chi. He is a member of the Indianapolis Rotary Club and, before entering service was news editor of Radio Station WIRE in Indianapolis.

The couple will live at Michigan City, Indiana, where Lieut. Pulliam is in charge of the United States Naval Training School.

SERVING UNCLE SAM

RUSSELL B. WALLER (Minnesota '37), co-publisher of the *Algona* (Ia.) *Upper Des Moines*, was sworn in May 1 as a Lieutenant (jg) in the Navy. Mr. Waller enlisted in the Navy as a yeoman second class the day after the war was declared. He was promoted to yeoman, first class, some months ago and given more responsibilities. He has reported for indoctrination training at the University of Arizona. After he finishes his training in Tucson, he will report to Washington, D. C., for temporary duties.

J. F. GALE (Missouri '30) has been commissioned a Lieutenant in the Navy and reported for duty several weeks ago.

HAL BURNETT (Illinois '33), executive editor of *Advertising Age*, has resigned enter the United States Marines as a private, reporting to Parris Island, S. C., for "boot" training April 17. Joining *Age* in New York City in February, 1942, after nine years in broadcasting, public relations, and advertising agency work, he served successfully as managing editor, Washington editor, and executive editor.

LIEUT. LEONARD N. COHEN (Missouri '42) is an instructor in the Transportation Corps Amphibious Vehicle School located on the historic Isle of Palms. He can be reached at: TCAVS, Staging Area Sec. (3) CPE, Moultrieville, S. C.

EUGENE F. McNULTY, SEA 1c, (Oregon State '42) is with the Press Section of the Public Relations office, United States Naval Training Station, Farragut, Idaho.

LIEUT. NEWELL T. SCHWIN (Western Reserve '28), on leave of absence from Household Finance Corporation, is located with the USNR at Gulfport, Miss.

CAPT. RUSSELL J. HAMMARGREN (Butler-Professional '37), head of the department of journalism at the University of Denver and director of public relations there, has been promoted to Major at Fort Benning, Ga.

W. E. BECK, JR. (Iowa-Professional '42), publisher of the *Tipton* (Ia.) *Conservative* for the past three years, received orders to report at Fort Schuyler, the Bronx, New York City, April 28, for a two months' indoctrination period. He expects then to go to Connecticut for further training. He is a lieutenant (jg) in the U. S. naval reserves.

Going Into Service?

Wherever you go, whatever you do, The QUILL will follow you—IF you keep the circulation department informed.

If you are going into military service for Uncle Sam, changing jobs, moving to the next state or street, make sure you promptly notify—

The QUILL

35 East Wacker Drive Chicago, Ill.

On the Job in the Office of the Fort Sill Army News



Sgt. Robert B. McBane (De Pauw '40), managing editor of the Fort Sill (Okla.) *Army News*, discusses a matter of makeup with Pvt. Lou Gelfand (Oklahoma '42), a member of the staff. Sgt. McBane was assistant editor of the college paper at DePauw and worked for *International News Service* in Indianapolis following graduation. Pvt. Gelfand was campus correspondent for the *Associated Press* at O. U., and served on the AP staff in Oklahoma City following graduation.

DAVID GARETH HIEBERT (Minnesota '43), reporter on the St. Paul (Minn.) *Pioneer Press*, reported for duty as a member of the Army Enlisted Reserves April 7.

PAUL WILLIAMS (Missouri '43), of the Topeka (Kan.) *Daily Capital*, has reported to San Antonio, Tex., for training in the Air Forces.

ROLAND WHITE (Iowa '30) is a member of the Army Quartermaster Corps at Fort Warren, Wyo. He is a writer in the press section, technical information division.

CORP. RUSSELL KIESELE (Iowa '41), formerly of the *Moline Daily Dispatch*, is attending officers' candidate school at Davis, N. C.

Indiana University SDX Hold Father-Son Initiation



The first father-and-son initiation in the more than a quarter of a century history of the Indiana University chapter of Sigma Delta Chi was held recently when Charles A. Beal, editor of the LaPorte, (Ind.) *Herald-Argus*, and Charles A. Beal, Jr., student sports writer on the *Indiana Daily Student*, campus newspaper, were inducted as professional and active members, respectively, of the fraternity. The younger Beal is the fourth generation of his family in newspaper work.

Shown in the Don Mellett Memorial Den of the Indiana chapter following the initiation are: left to right, Robert A. MacGill, Indianapolis, president of the chapter; Louis C. Hiner, editor, Rushville (Ind.) *Republican*, whose son was a member of the chapter prior to entering military service and who also was initiated as a professional member; Mr. Beal, and the younger Beal.

Wear Your SDX Emblem

It's a symbol of distinction in your daily associations—whether it be the badge, key, or the handsome ring illustrated here.



Offered in gold or sterling, with plain, enameled or onyx top, the ring is priced from \$6.50 to \$18.00, plus Federal 10% tax.

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If you are not registered in The Personnel Bureau, you'll find the one dollar registration fee (two years of service) a good investment. The records of every registrant are considered for every job reported.

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THE PERSONNEL BUREAU of Sigma Delta Chi

JAMES C. KIPER, Director

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AT DEADLINE

[Concluded from page 2]

national executive council, and the full-time secretarial staff, Miss Genevieve Stamper, known to hundreds of SDX men throughout the country because of her capable and friendly presence at various conventions, and Mrs. Helen Pichler, who, although rather new in the office, has learned plenty about SDX affairs.

JIM has worked valiantly for Sigma Delta Chi and THE QUILL. No one ever started a new job under worse conditions than did he.

Albert W. Bates, SDX's first executive secretary, resigned early in 1934 to go with the Public Relations office of Swift & Co., where, by the way, he recently was named assistant head of the department.

Wanting to leave things in spic and span order, Al worked many hours overtime night after night. He licked one task after another, finally breathed a sigh of relief and felt he was ready to turn the post over to his successor in ship-shape fashion.

That successor was genial, amiable Jim Kiper, even then quite a hulk of a man, who had been serving as assistant Dean of Men at his alma mater, Indiana University. Jim journeyed to Chicago to take up his new duties, Al having remained on the job to show him the ropes.

THEY worked together all day and well into the hot, sticky afternoon. Jim rapidly was getting the swing of things, complimenting Al on the way he was leaving the office. They decided to go to the corner drugstore for a "coke," or maybe it was a soda.

Presently, fire sirens were heard—then more and still more of them. Gulping the last of their drinks, Al and Jim went out. They beheld an awesome sight—the Stock Yards were burning—and plenty!

They went to the top of a nearby building. At first the fire presented an appalling yet majestic sight in the size of its sweep. Suddenly they realized that SDX headquarters lay in the path of the spreading flames!

The offices of THE QUILL and of Sigma Delta Chi were at that time located in the *Daily Drivers Journal* Building through the generosity of Ward A. Neff, past president of SDX and publisher of the *Corn Belt Farm Dailies*. Charley Snyder, another past president of the fraternity, was, and is, editor of the *Drovers Journal*.

WELL, those two, Jim and Al, worked like Trojans trying to save as much as they could. Records were piled into the fireproof vault. They stuffed their pockets with other records. On and on they worked until the firemen literally drove them out—and then they had to leave by a window, clambering onto the elevated tracks in order to escape the flames.

Jim lost his brand-new hat in the shuffle off to safety—by the way, Jim, did SDX ever make that hat good?

You can imagine the debris, the mess, the stench, to which Jim returned once the ashes of the D-J building had cooled. A weaker man would have thrown up his hands in despair and gone back to the less inflammable and far less odoriferous confines of the Hoosier campus. But not Mrs. Kiper's son. He stayed, and out of that mess of charred fragments he gradually rebuilt records and files with the help of various chapters. And he has been plugging steadily along for the fraternity and THE QUILL ever since.

More and more was placed on his shoulders over the years as the fraternity grew in size and greatly extended its scope and sphere of activities. He has always stressed the professional side of the fraternity, striving always to increase its service and value to members individually and collectively, to journalism as a whole.

He has done a swell job. Sigma Delta Chi has been lucky that its first two full-time executive secretaries, Al Bates and Jim Kiper, proved to be the kind of men they were. They have played a most significant part in the development of the fraternity and of THE QUILL.

So, as we said to Al in 1934, Jim, "So long, and the best of luck to you!"

YOU QUILL readers have been most patient and understanding in recent weeks as we have labored trying to bring the magazine back on schedule. It hasn't been easy, and we haven't really seen daylight on the deadline yet—but we're in there pitching.

Please bear with us a bit longer—we want to be back on the line as much as anyone—more so!

PVT. GEORGE R. HOLTE, former president of the Washington State chapter of Sigma Delta Chi and his chapter's delegate to the New Orleans convention, sends some good words about the magazine, adding, "Each month I eagerly watch for it as it's still packed with news notes about SDX boys and some top-notch yarns on the war. Keep up the good work. I still think of the good time we all had at New Orleans just a few short days before Pearl Harbor."

Thanks, Pvt. George, we'll keep on trying. None of us really realized down there in the hospitable South what really was ahead, did we? Delegates to that convention are scattered all over the globe—professional members attending also are in many branches of war work today.

Here's hoping that the day will not be too distant when undergraduates and professional members can again assemble to discuss various phases and aspects of journalism. But there's a tough assignment to be done first—a race to the five-star final with the Axis!

DONALD J. STERLING (Oregon '22), for seven months consultant to War Production Board Chairman Donald M. Nelson on the newspaper and publishing industries, has resigned to return to his post as managing editor of the Portland (Ore.) *Journal*.

IN case you've forgotten . . .

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NOTE TO EDITORS —
Here's one of the little told stories
of war — the saving of vital shipping
space through concentration, dehy-
dration or chemical transformation of
foodstuffs.

James W. Irwin
James W. Irwin
Monsanto — St. Louis

"Streamlined Flavor"

by Uncle Sam

For hungry fighting men, he's turning out a cake "good as Mother used to make." But Mother would be dumbfounded to see what he is using in place of her familiar teaspoonful of liquid vanilla extract.

It is a tiny 5-grain tablet—containing either vanillin or ethyl vanillin and coumarin—one of many products developed and made by Uncle Sam to save precious weight and space in shipments to our armed forces overseas.

As a result of this work by the Subsistence Research Laboratory of the Army's Chicago Quartermaster Depot, fully 90 per cent of the weight and bulk of liquid vanilla extract has been saved, plus a saving of all the alcohol used in the domestic liquid product.

A package of 192 of these tablets is equal in flavor potency to a quart of liquid extract, yet it measures only 10 cubic inches (compared with 90 cubic inches for a quart of extract) and weighs only 2½ ounces (compared with 2½ pounds for the liquid quart.)

The tablets dissolve readily in water or in the liquid portion of the Army cook's recipe. They have become "regulation" for all the baking and other uses where this flavor is needed in preparation of food for our armed forces overseas.

This is just one of many war-born research developments in fields not commonly associated with war—from which will come much of the progress that will be ours after the victory.
MONSANTO CHEMICAL COMPANY, ST. LOUIS.



HOW MONSANTO SERVES—Monsanto is one of the suppliers of products used by the Army in its manufacture of these new flavoring tablets. Vanillin Monsanto, Ethavan and Coumarin Monsanto are among the more than 25 products for the food industry produced by Monsanto. Unexcelled for uniformity and purity, they also are widely used in manufacture of flavorings for ice creams, candy bars, other confections.



"E" FOR EXCELLENCE—The Army-Navy "E" burgee with two stars, "representing recognition by the Army and the Navy of especially meritorious production of war materials" over a two-year period, lies over Monsanto.

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